

Message Text

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ACTION AF-06

INFO OCT-01 ISO-00 EB-07 /014 W

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R 281457Z JUL 75

FM AMEMBASSY LAGOS

TO USDOC WASHDC

INFO SECSTATE WASHDC 392

UNCLAS LAGOS 07154

E.O. 11652 : NA

TAGS : BEXP, NI

SUBJ : INITIAL MARKETING EFFORTS IN AFRICA BY AMERICAN FIRM

REF : STATE A-3247

1. IN RESPONSE REPAIR, EMBASSY REPORTS THAT THERE IS NO LOCAL PRODUCTION IN NIGERIA OF CENTRIFUGAL PUMPS, PERCUSSION DRILLING TOOLS, BUTTERFLY VALVES OR WATER WELL PUMPS. TOTAL CONSUMPTION OF THESE ITEMS IS DEPENDENT ON IMPORTS. ACCORDING TO FEDERAL OFFICE OF STATISTICS, LAGOS, NIGERIAN IMPORT FIGURES ARE AS FOLLOWS:

PUMPS (SITC 719.2)

(IN MILLIONS OF DOLLARS)

YEAR	TOTAL	U.S.	U.K.	GERMANY	OTHER
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1972	14.4	6.3	6.0	.7	1.4
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1973	12.6	2.1	5.4	1.5	3.6
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1974	15.1	2.5	6.7	1.7	4.2
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TOOLS (SITC 695.1 AND 719.5)

(IN MILLIONS OF DOLLARS)

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YEAR	TOTAL	U.S.	U.K.	GERMANY	OTHER
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1972	8.0	.5	3.3	1.2	3.0
1973	6.1	.1	2.8	1.3	1.9
1974	7.2	.1	3.4	1.4	2.3

(1974 FIGURES ESTIMATED BY EMBASSY.)

2. POTENTIAL END USERS OF PRODUCTS INCLUDE COMPANIES AND AGENCIES RESPONSIBLE FOR THE CONSTRUCTION AND IMPROVEMENT OF WATER SUPPLIES AND SEWERAGE AND DRAINAGE FACILITIES, MINING AND HIGHWAY CONSTRUCTION FIRMS, AND CHEMICAL AND RELATED COMPANIES. EMBASSY BELIEVES THIRD NATIONAL DEVELOPMENT PLAN (1975-80) SHOULD STIMULATE DEMAND FOR PUMPS AND PERCUSSION DRILLING TOOLS.. PLAN ENVISIONS DOLS4 BILLION INVESTMENT IN MINING INDUSTRIES, DOLS7 BILLION CAPITAL PROGRAM OF HIGHWAY CONSTRUCTION, EXPENDITURE OF DOLS1.5 BILLION ON EXPANSION AND DEVELOPMENT OF WATER SUPPLIES, AND DOLS697 MILLION INVESTMENT IN SEWERAGE AND DRAINAGE SYSTEMS. EMBASSY BELIEVES OPPORTUNITIES FOR SALE OF TRW PRODUCTS IN NEXT FEW YEARS AMPLY JUSTIFY VISIT BY FIRM TO NIGERIA.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 28 JUL 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975LAGOS07154
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750260-0426
From: LAGOS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750716/aaaaaook.tel
Line Count: 85
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION AF
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE A-3247
Review Action: RELEASED, APPROVED
Review Authority: hartledg
Review Comment: n/a
Review Content Flags:
Review Date: 10 MAR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <10 MAR 2003 by ThomasVJ>; APPROVED <02 FEB 2004 by hartledg>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: : INITIAL MARKETING EFFORTS IN AFRICA BY AMERICAN FIRM
TAGS: BEXP, NI
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006